

# *monthly*

# BULLETIN

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# Merry Christmas Happy New Year



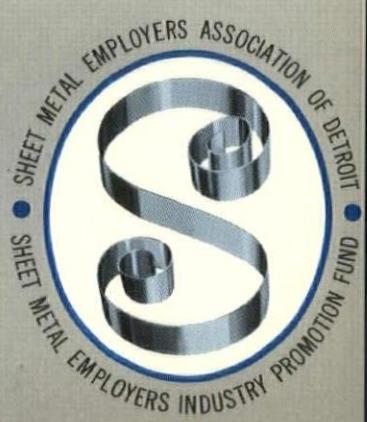
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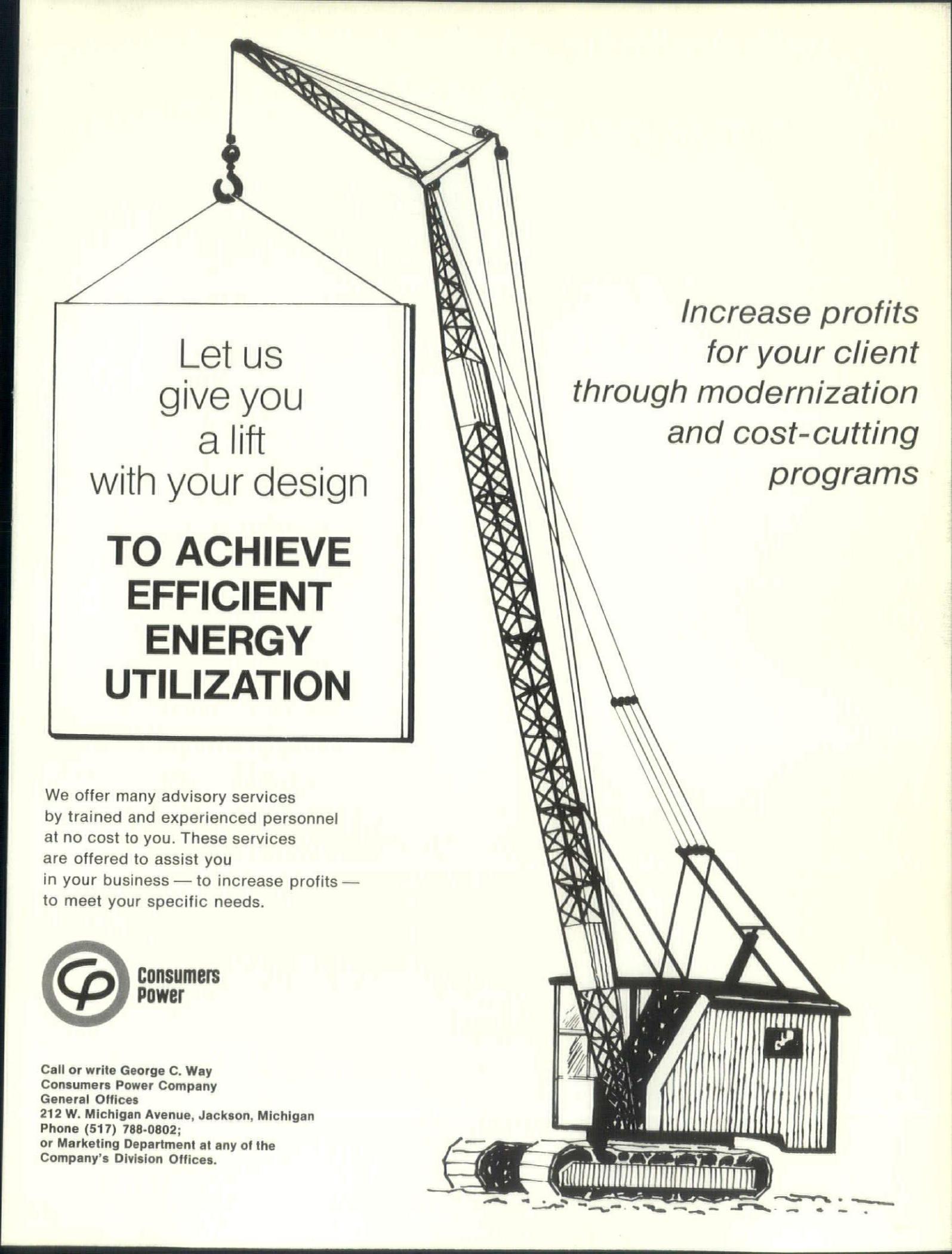
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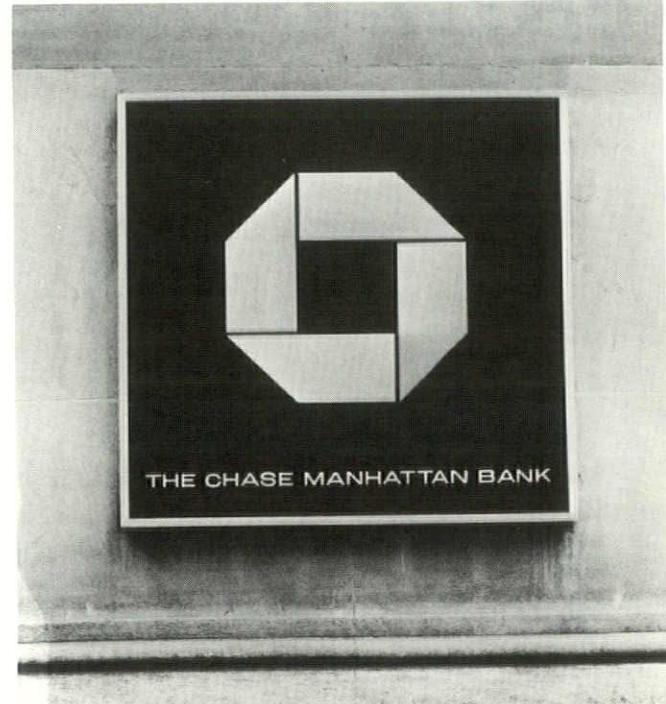
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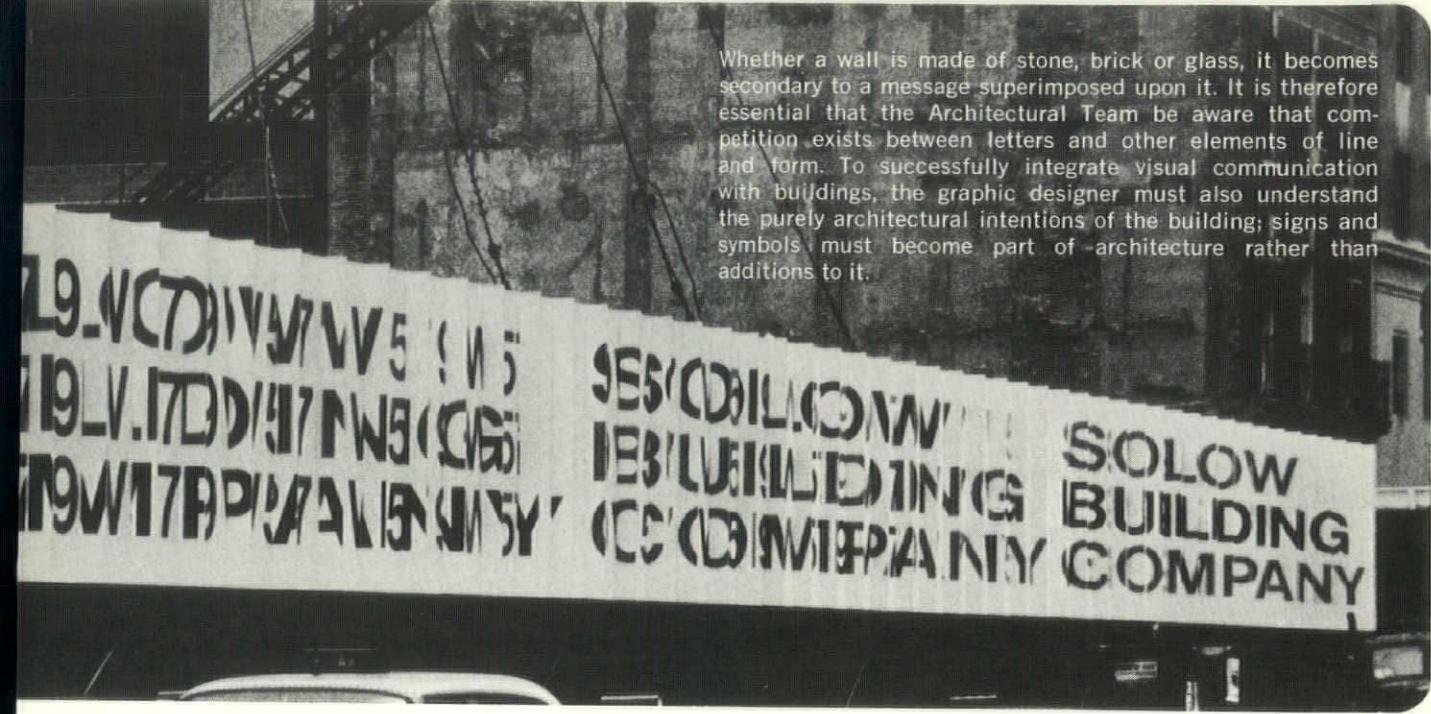
# Concerning Typography and Architecture

by Ivan Chermayeff and Thomas Geismar

Chermayeff and Geismar Associates is a graphic design organization engaged in a wide range of activities including architectural graphics, advertising and exhibitions, trademark and corporate design, book design, packaging, catalogues and promotion. Numerous awards have been received from the American Institute of Graphic Arts, the Art Directors' Club of New York, The Type Directors' Club, and others. Their work has been exhibited throughout the United States, Europe and Japan, and their firm has been selected to design the graphics for the United States Pavilion at Expo 70 in Osaka, Japan. As principals of Cambridge Seven Associates, Inc. they also executed the visual communications design for the U. S. Pavilion at Expo 67, Montreal.



Standard Exterior Wall Plaque



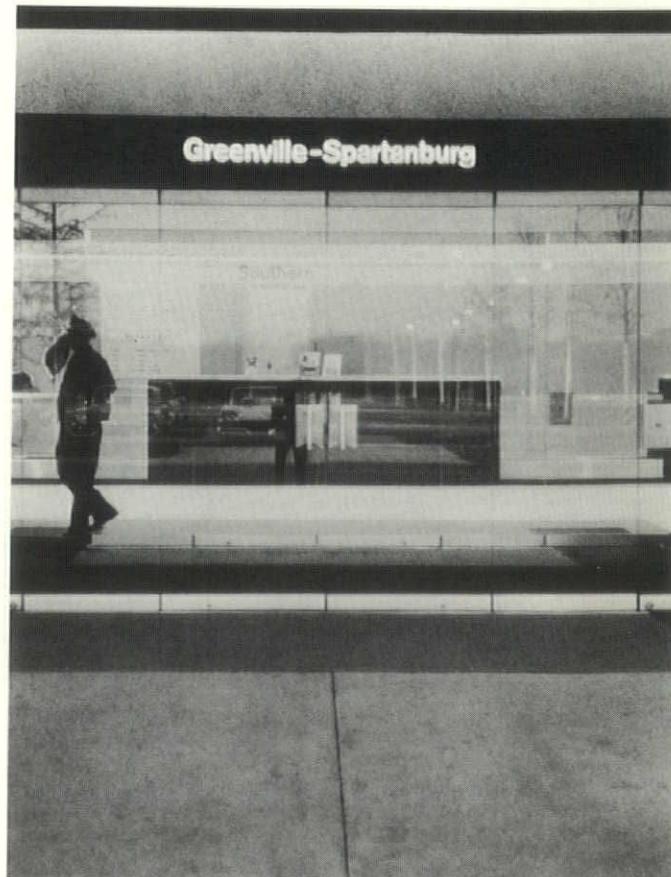
Whether a wall is made of stone, brick or glass, it becomes secondary to a message superimposed upon it. It is therefore essential that the Architectural Team be aware that competition exists between letters and other elements of line and form. To successfully integrate visual communication with buildings, the graphic designer must also understand the purely architectural intentions of the building; signs and symbols must become part of architecture rather than additions to it.

The clean lines and undecorated surfaces of most new buildings cause any signs or letter forms that appear on them to be even more demanding than in the days of more ornate architectural styles. Consequently many modern architects concerned with public and commercial buildings have become increasingly aware of the importance of consistent and well integrated lettering.

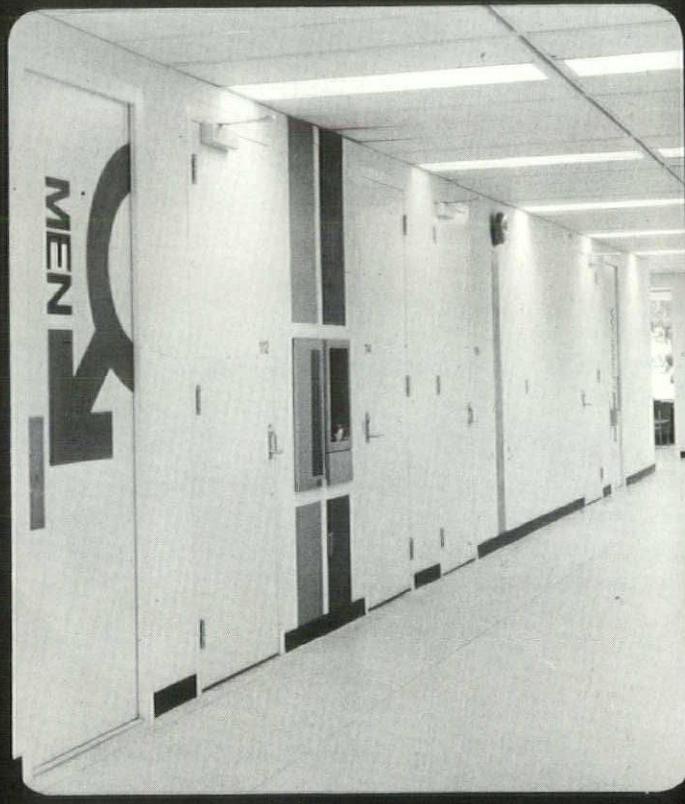
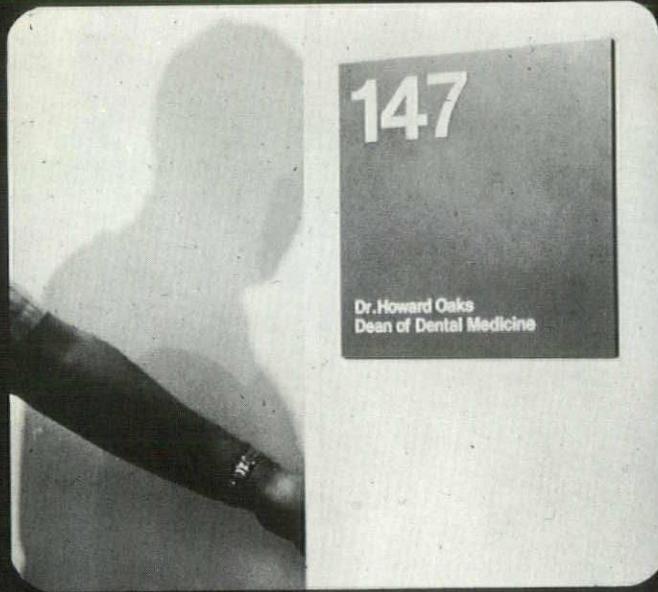
The typographer involved with such problems must be concerned both with the normal problems of good typography and with the special problems of working in three dimensions. He must be aware of the competition of building surfaces such as the demanding textural quality of brick and mortar, or the reflections of glass and steel. He must be concerned with the effect of sunlight and changing shadows, and the consequent effect on legibility. He must be aware that letters are more often seen at an angle than straight on, and often when the viewer is in motion. He must consider that illumination at night changes the form of letters from what they appear to be in daytime, consequently effecting the choice of form, spacing, and color. And he must realize that many type faces that are basic to the world of the printed page, particularly book faces such as Bodoni, Baskerville, and Garamond, can rarely be successfully adapted to the world of three-dimensional letters.

The designer should also be concerned with what signs say. His experience with the problems of communication should enable him to help the architect to define, integrate, eliminate, and simplify the language and placements of words. For the most

satisfying results are achieved when all signs are as readable as suits their function, as consistent with one another as common sense will allow, and as integrated with the architecture as good taste makes possible.



Illuminated Sign at Entrance of Greenville-Spartanburg Airport — Skidmore, Owings & Merrill, Architects



## GRAPHICS AT SMITH, HINCHMAN & GRYLLS

by John R. Berry — Director of Graphic Design

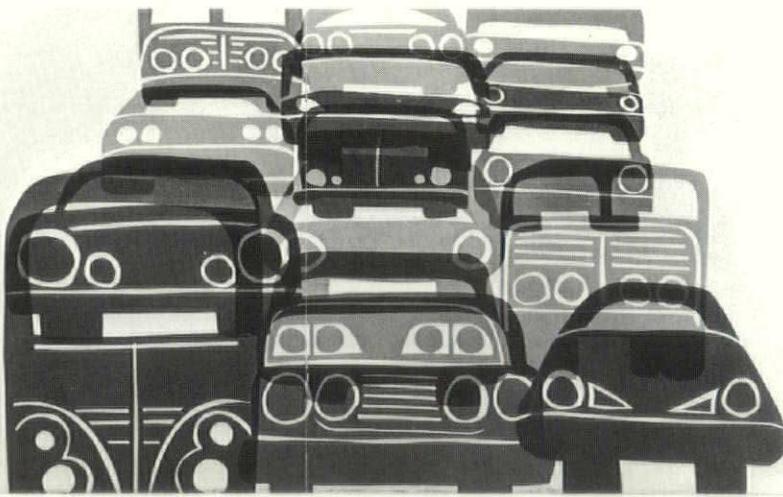
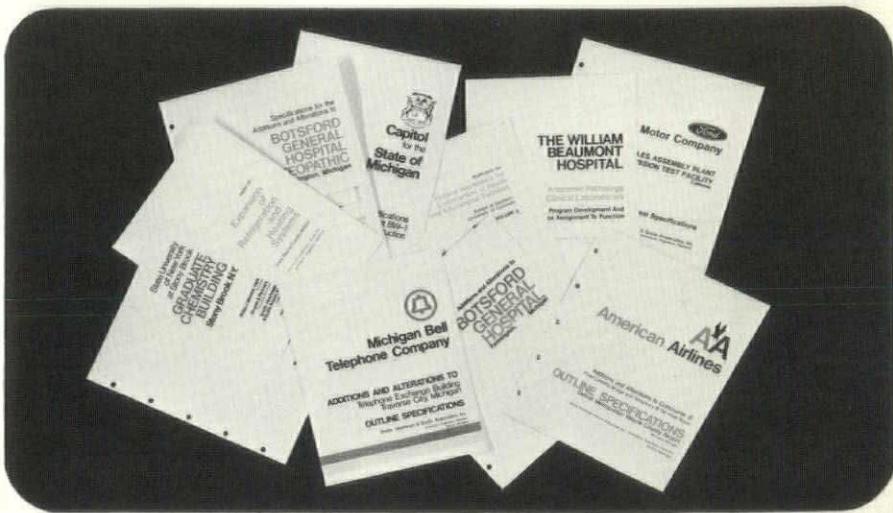
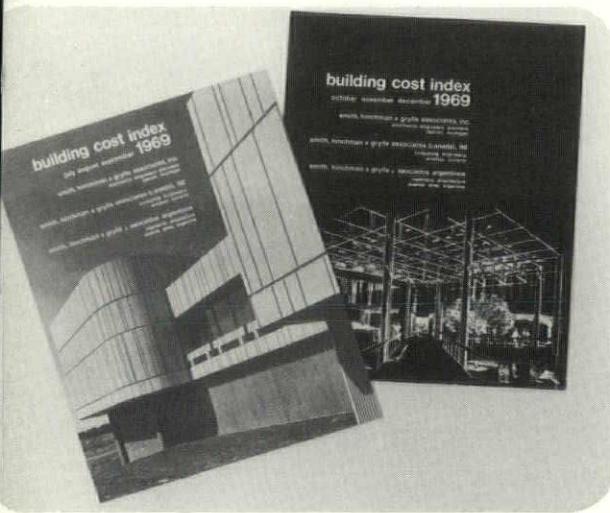
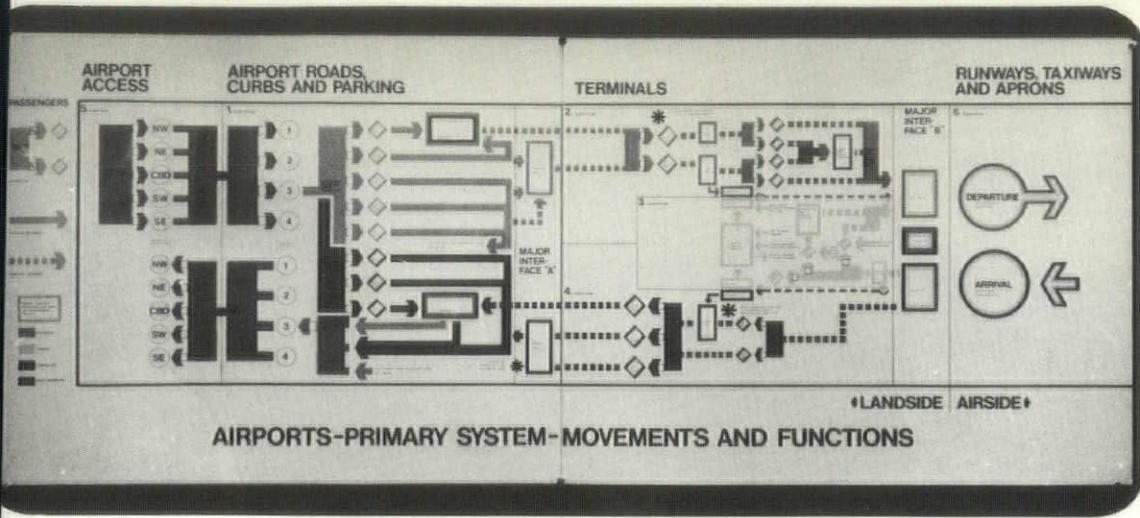
A structured Graphic discipline within an A/E firm is a relatively new commitment. Graphic involvement with architecture has generally been provided by outside consultants, both in signing and corporate communication. Such a manner of working allows for a conflict in interest causing the end result to suffer.

At SH&G, by having in-house graphic capabilities in visual communications, signing, typography, industrial design, keyline and layout, graphic design is involved from the beginning. Graphics for printed matter is a constant activity. Everything, including logo design, specification covers, display boards, special sales brochures, etc. are designed and

executed by the Graphics discipline, examples are shown above.

The advantages to such an early involvement in signing are many. By establishing decision points within any given space, it is possible to have structural, electrical or architectural needs built in. The total development of the architectural and graphic design can grow harmoniously to avoid the add-on appearance of signing.

Early involvement by a graphic designer in promotional, presentation, or documentary work causes better communication between architect and client as well as creating a consistent SH&G image.



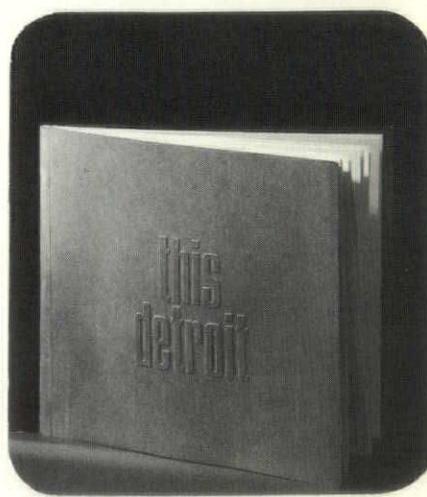
The frustrating question today's passenger must ask himself on an aircraft to reach his desired destination is a gripping question. Since airports draw their passengers from the large urban population centers, access to the terminal must be closely integrated with road and rail systems. The smooth transition from high-speed traffic arteries to the desired terminal facilities is the key to successful traffic flow to any air terminal. Traffic separation and merging systems must be carefully planned with experience and imagination to insure successful traffic flow.

The goal of all graphic design at SH&G is to eliminate visual pollution, whether we orient people to an enjoyable and comfortable flow through an architectural environment, or promote professionalism and communications between the architects and their clients, graphic designing as a communicative profession is a basic requirement.

Shown here are examples of the complete exterior and interior Signage Program designed by SH&G for the South Campus of the Stony Brook State University of New York. Incorporating sub-surface and special mounting techniques, the signs become as vandal proof as possible. Each of the eleven buildings were color coded, and use floor to ceiling identification. The graphics program covers main

campus identification, no parking, bus stops, crosswalks, campus plans, building identification, directories, room numbering, office identification and special visuals for restrooms, drinking fountains, fire alarms and emergency showers. Developing the signage program, in conjunction with the UTAP architectural program, enabled a cohesive overall design, as well as schedule coordination.

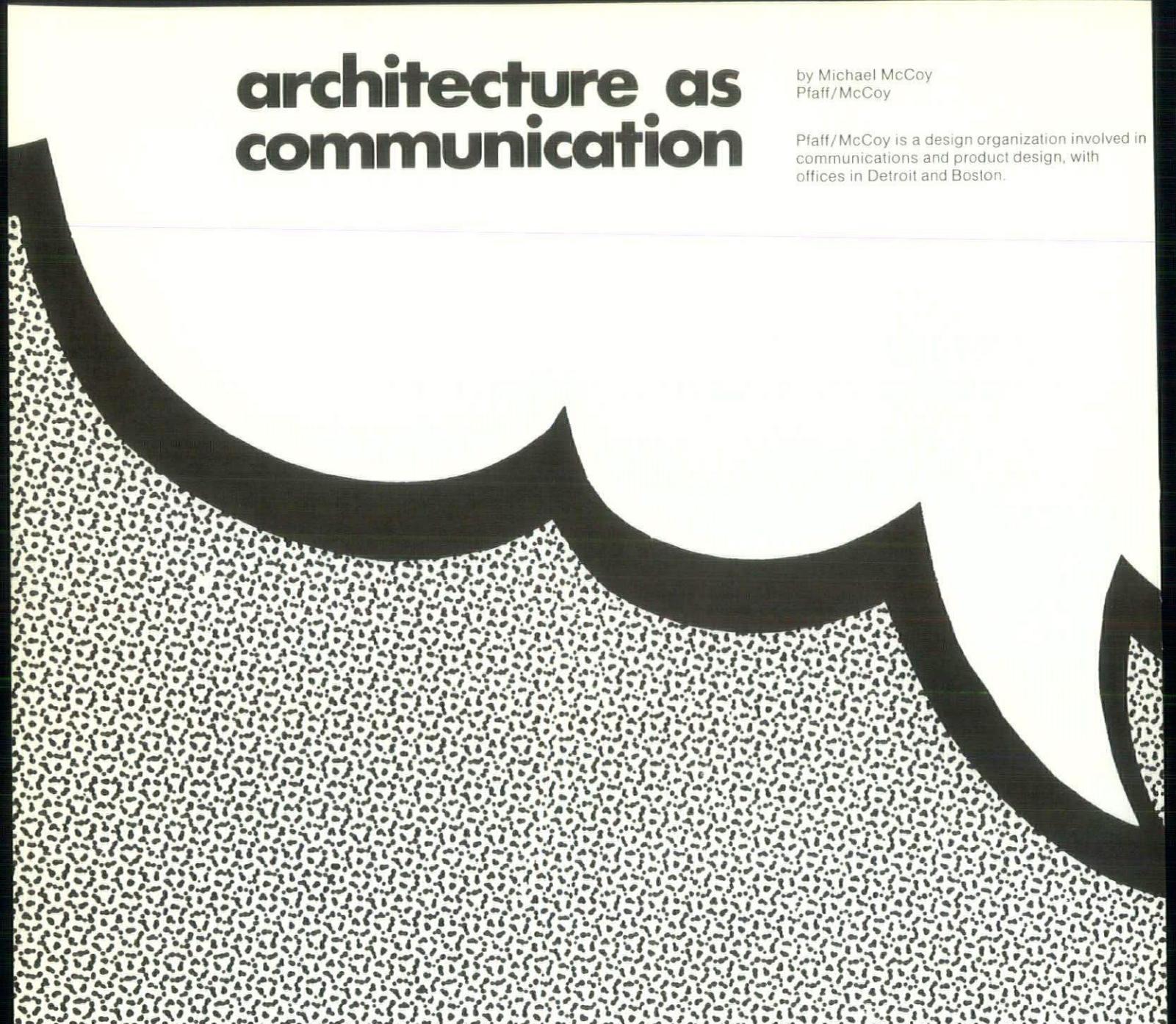
SH&G has also designed signing systems for — The University of Louisville, The University of Michigan Dental School, The University of Iowa, Atlanta Airport, and presently is working on signing for S. S. Kresge International Headquarters, Michigan Bell Telephone, and the State Capitol.



# architecture as communication

by Michael McCoy  
Pfaff/McCoy

Pfaff/McCoy is a design organization involved in communications and product design, with offices in Detroit and Boston.



Supergraphic and exhibit project for computer  
showroom of International Data Systems,  
Newton, Mass.

Architect: Brian Massey/Design Alliance

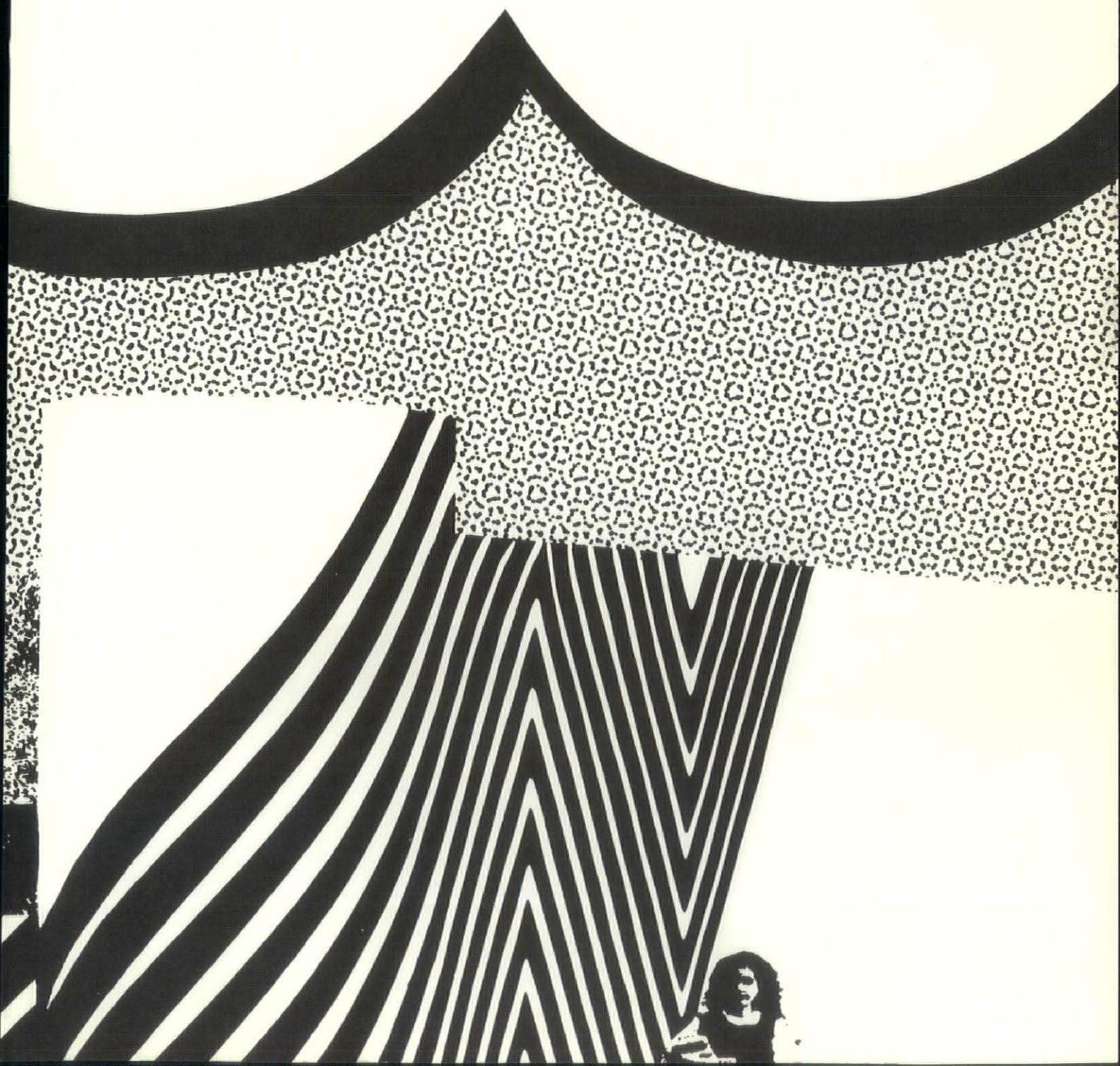
Photographs: Dave Savage

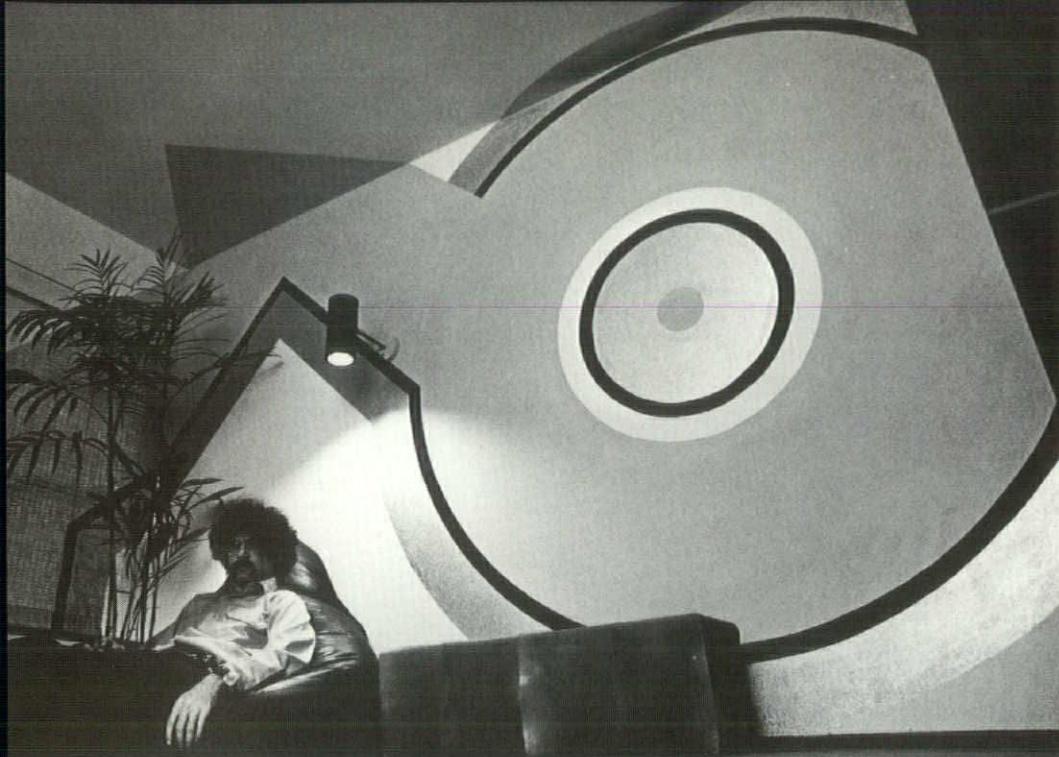
building communicates . . . and at it says to you depends largely what kind of cultural values you hold. We feel that our role is one evaluating the communications potential of all the elements of environment.

The fate of the Yale Art and Architecture building tells us something about the strength of cultural symbolism in architecture. Styles, materials and scale can unite or they can alienate. Ask a black man his feelings about modern architecture.

Buildings should elicit positive responses from their participants. You should know where to go and you should feel good about going there. If a building can't do that using traditional architectural elements (for any number of reasons: complexity, economy or other functional requirements), it can do it with graphics.

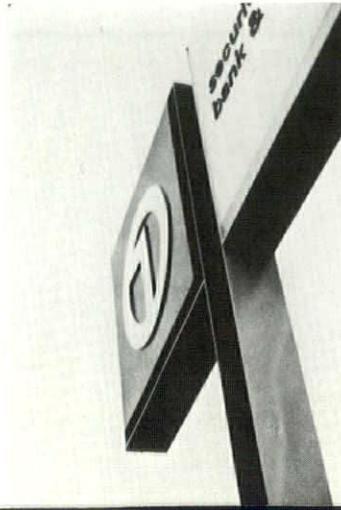
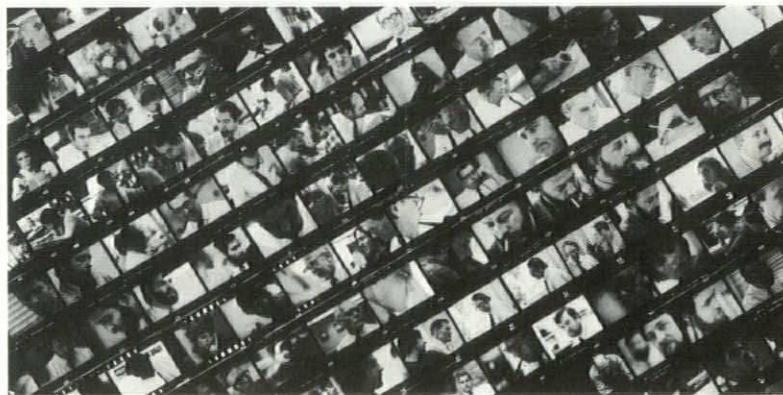
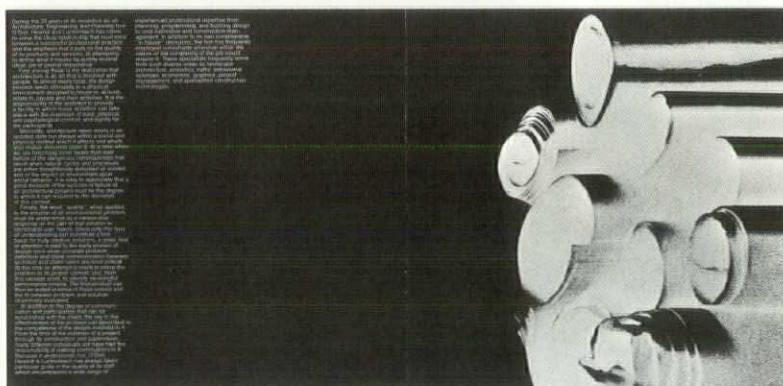
Graphics can be used to define or deny space or volume . . . distort perception or clarify it and work with architecture to tell people what they need to know. The point is that graphics are only a part of the total communication.

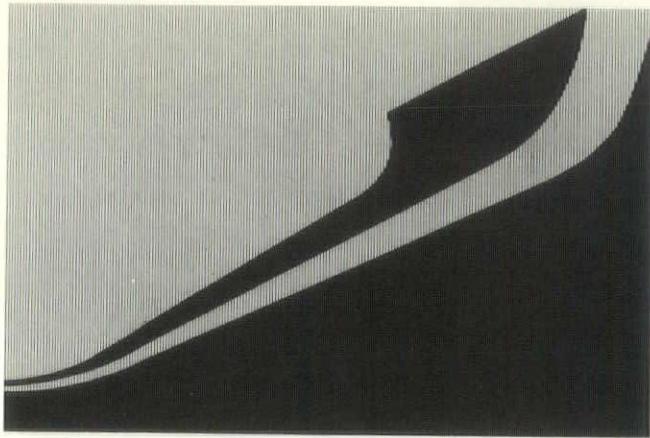




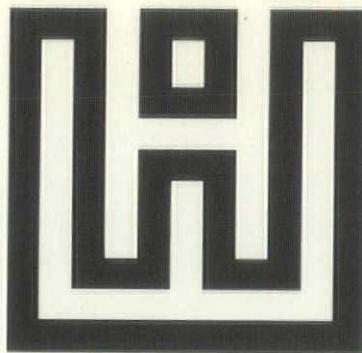
The architectural organization as a group of men and women interacting and creating effectively is related in one of a series of brochures for Odell, Hewlett and Luckenbach. Others in the series (all of which fit into a presentation box) explain the firm's design inputs and technical expertise in a variety of building categories.

Photographs: Dave Savage





### MICHIGAN STATE UNIVERSITY FACULTY CLUB



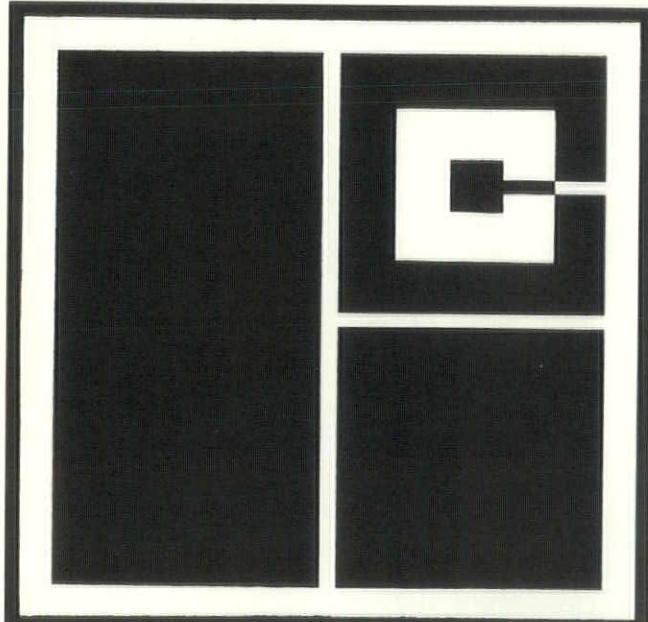
The Warren Holmes Company of Lansing is active in Graphics design, both on commission from clients for signing programs and promotional materials, and on such material as presentation brochures which are thematically integrated with their specific architectural works.

The example of recent designs shown here include the firm's own logo, which is used on stationery, business cards, job signs, drawing titles, specifications and other books.

The design of the logo for the Michigan State University Faculty Club is based upon the roof lines of the building itself, and will be used throughout the new structure on letterheads, matchbook covers and napkins.

As College Architects for Lansing Community College, the firm was given a contract for the development of a comprehensive graphics program for the campus. The Company's first step was the logo design, used extensively on letterheads, brochures and identification and directional signs as illustrated here.

The Warren Holmes Company has observed an increased awareness on the part of many of its clients of the value of a graphics program which is coordinated with other aspects of the campus environment. In response to this increased demand, the firm now offers an expanding service in this area.

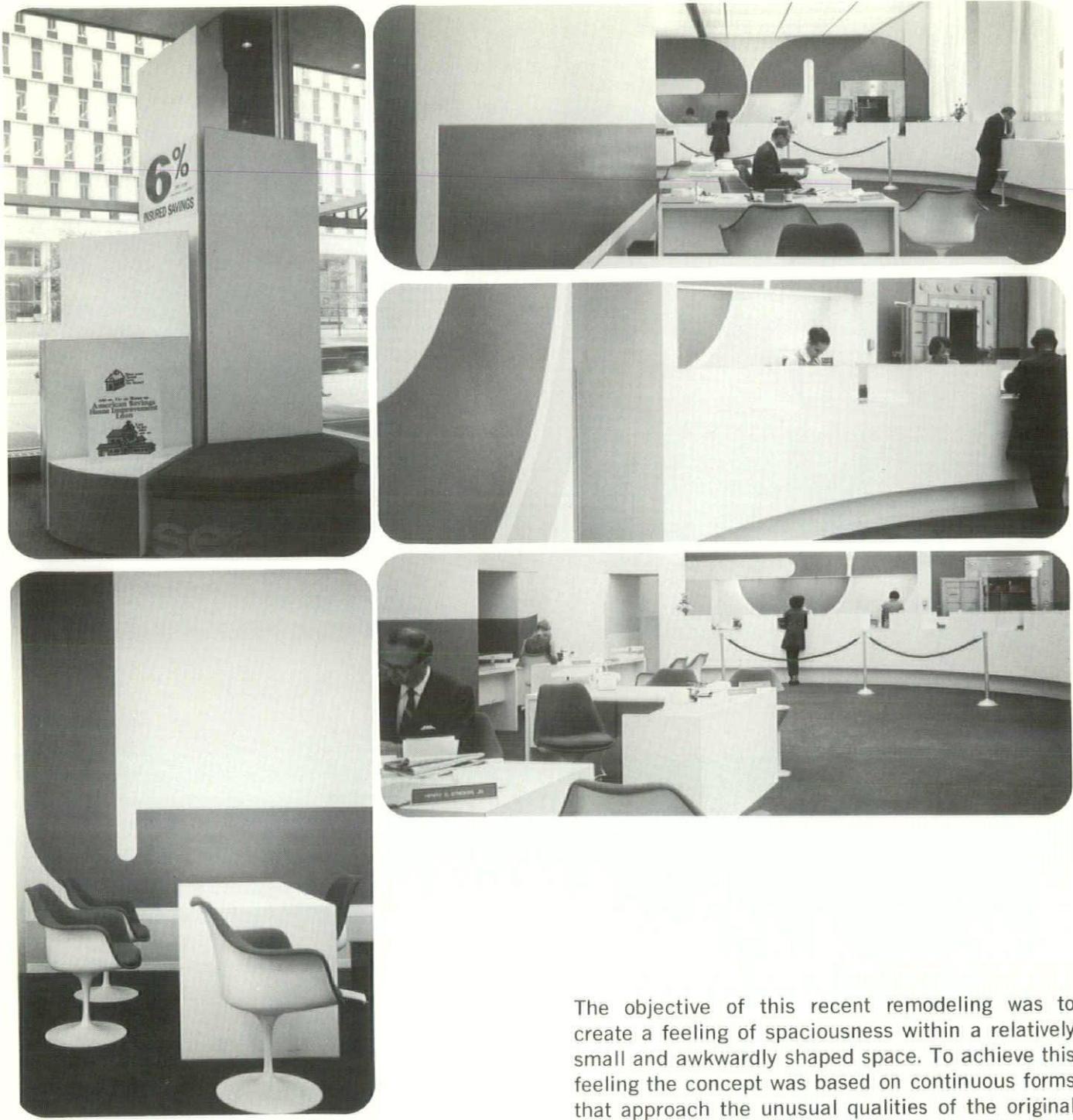


Lansing Community College Logo



Lansing Community College  
Building & Grounds Graphics





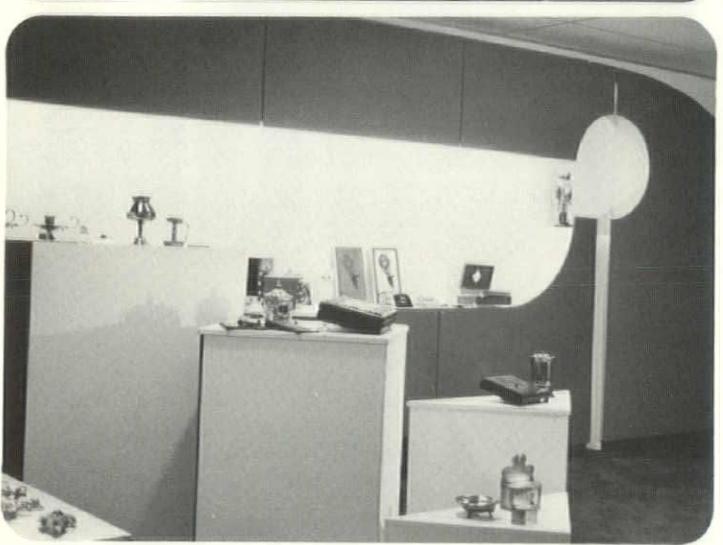
## AMERICAN SAVINGS ASSOCIATION

Bernard Schulak AIA Architect

Mark Steele A.I.A. and Richard Bos of Brown/Steele/Bos incorporated (formerly of Miller/8 associates inc.) Design and Graphics Consultant

The objective of this recent remodeling was to create a feeling of spaciousness within a relatively small and awkwardly shaped space. To achieve this feeling the concept was based on continuous forms that approach the unusual qualities of the original space as assets rather than liabilities. The use of supergraphics and the display kiosk was decided upon at the initial conception of the space. This meant that graphics became an important factor in the design of the space itself.

The designers feel that all graphic design must be used in a way that contributes to the concept of the space. The use of supergraphics as static murals can seldom achieve this. The use of supergraphics at American Savings therefore became an integral part of the form, moving through the space in a way that supports and contributes to its dynamic qualities.

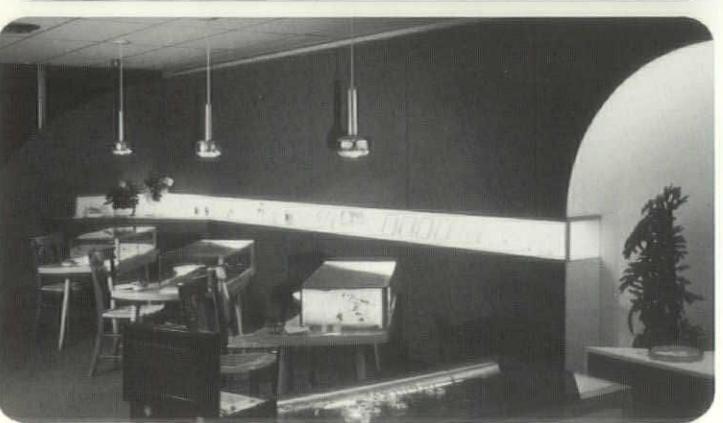


## RELLIM CREATIONS

Brown/Steele/Bos incorporated Architects  
(formerly of Mliler/8 associates inc.)

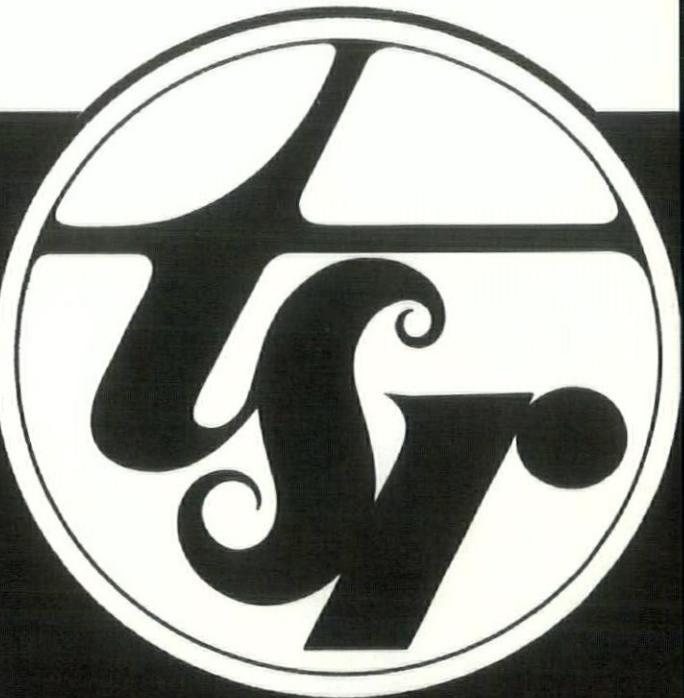
The problem was to make maximum use of a small space by the development of unique display techniques. The items to be displayed varied from fine custom jewelry to simple gift items. This made the lighting and scale of each display a critical problem. Each type of merchandise had its own requirements which could have easily resulted in visual chaos.

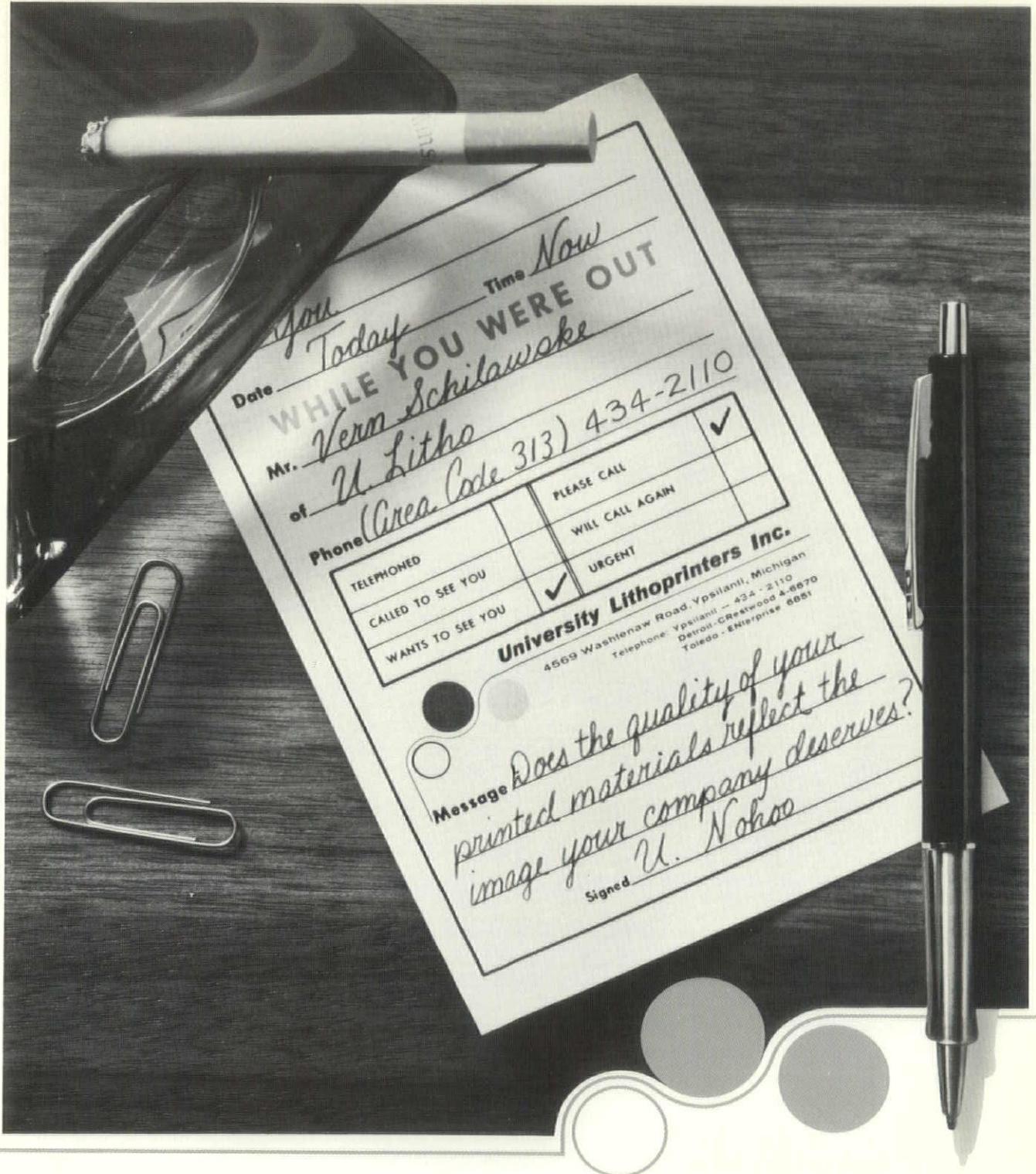
Large scale brightly colored forms were built from pressboard and attached to outriggers twelve inches from the face of the walls. These continuous forms serve at once as display and lighting units as well as creating forms of enough strength and vitality to overcome the visual chaos that might have otherwise occurred. We might add that this use of supergraphics to totally form a space has given the shop an unmistakable identity.



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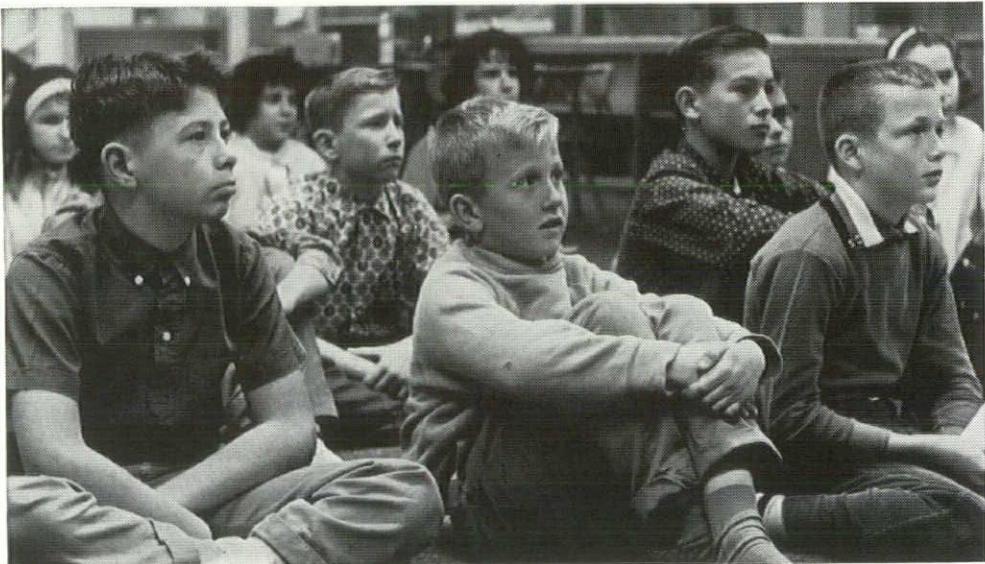
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# NEWS

## Honorary Member Haas Creates Architectural Recording

A special stereo recording, entitled *Structures and Sound*, which examines the relationship between architecture and music, is now available from Magnetic Video Corporation, Farmington, Michigan, in 12" LP, 8-track cartridge, and compact cassette. The recording was created by Dr. Karl Hass, Michigan's world re-knowned musicologist and the director of fine arts for WJR Radio, Detroit.

Dr. Hass was recently awarded an Honorary Membership in the Michigan Society of Architects. The award was given in recognition of Dr. Haas' "tireless devotion to the education of his fellow man in the enjoyment of the performing arts."

In appreciation of this honor, Dr. Haas, created this special musical album dedicated to the architects and civil engineers of the Great Lakes region. The album explores the intimate relationship between the sister arts of music and architecture. In the same way that buildings develop from blue prints, musical performances develop from the music score. Dr. Haas relates examples of architectural works which "look" like a particular work of music. In the same manner he investigates music which gives the impression of a certain building or structure.

In *Structures and Sound*, Dr. Haas provides examples of great works of music which correspond in construction, style, or period to architectural works. It is a fascinating insight to the creative act of structural design and, as such, can be enjoyed by all music lovers, regardless of their professional background.

*Structures and Sound* is available from Magnetic Video Corporation, 23434 Industrial Park Court, Farmington, Michigan, 48024.

## Detroiter's Participate In BRI Conference

Three principal members of the SH&G Associates, Inc., were key participants in the Building Research Institute and National Research Council fall conference and workshops held in Washington, D.C.

Ross W. Pursifull, AIA, opened the conference as Vice Chairman of the Building Research Institute. "Tech-

nology Forecasting in Building" is the theme of the sessions.

Philip J. Meathe, FAIA gave a major address on "Forecasting the Professions," and Charles J. Parise, AIA, served as a member for two discussion panels on membrane waterproofing systems.

## Yokom Joins Gibbs & Hill As V.P. For Urban Development

Gibbs & Hill, Inc. of New York an international consulting engineering firm, has announced that Robert W. Yokom has joined its staff as Vice President for Urban Development.



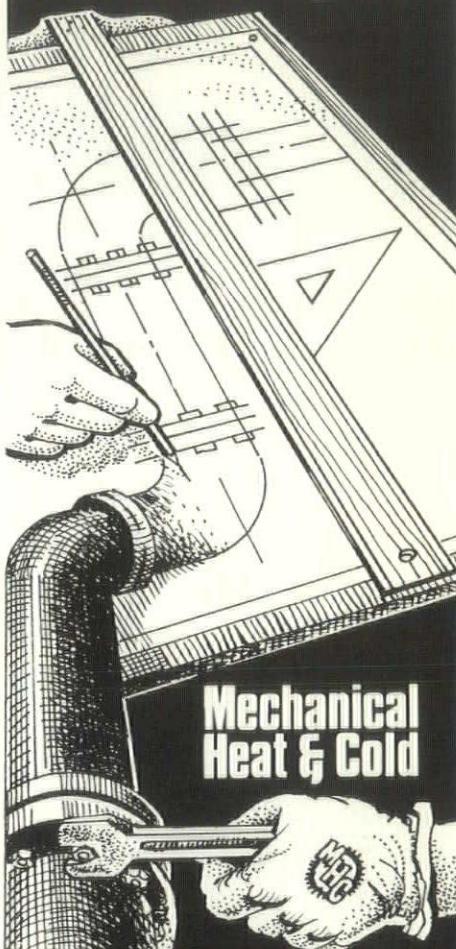
Yokom was previously an Associate of SH&G and a member of that firm since 1964, he was project director of the Michigan State Governmental Complex at Lansing, including the new State Capitol. His most recent assignment was Director of Project Management.

Earlier associations were with George D. Mason, A.I.A., Harley, Ellington & Day, Shreve Walker and Associates, Frederick D. Madison, and the Fisher Body Division of General Motors.

## Graham Foundation Grant To Bikerts

Graham Foundation For Advanced Studies In The Fine Arts has named Gunnar Birkerts, FAIA, a Graham Fellow. Under the fellowship grant, Birkerts will devote one year to a study of "Subterranean planning and design of structures within the present urban environment and for cities of the future—a study to develop proposals that would counteract the physical and social environmental disaster created by the developing Megalopolis and subsequent destruction

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of the earth's surface and ecology. The study will explore ordering of building, utilities, transportation, waste disposal, etc., into extensive subterranean urban systems." ♦

## K & L Expand

King and Lewis Architects, Inc., announce the expansion of their management structure with the addition of Richard Lewis Gould as principal and Secretary of the corporation.



Gould, a registered architect, professional community planner, and member of the Detroit Chapter brings to the firm a city planning and architectural background of over eleven years. He has been associated with the Washtenaw County Planning Commission, Milan Area Regional Planning Commission, and various architectural firms in the Detroit area and has been with King and Lewis since 1967.

A native Detroiter, Gould attended the University of Michigan and Horace H. Rackham school of graduate studies, where he received his Bachelor's degree in Architecture and Masters degree in City Planning. ♦

## Three Leading Architects To Judge Steel Designs

Architects who enter the 1970-71 Design In Steel Award Program will have their work reviewed by men who already have their professional confidence—the President and Vice President of American Institute of Architects, plus the President of the Association of Collegiate Schools of Architecture.

These are Robert F. Hastings, FAIA, President; George T. Rockrise, FAIA, Vice President of AIA; and Charles Burchard, head of ACSA.

American Iron and Steel Institute sponsors the Biennial Design In Steel Award Program to give national recognition to designers for their imagina-

tive use of steel in a broad range of categories.

It includes high-rise construction; low-rise construction; housing; and public works construction. In each category, two awards will be offered—one for the best design in steel and one for the best engineering in steel.

Also included as DISA categories are: agricultural equipment; appliances, houseware and household equipment; business equipment; educational equipment; environmental enhancement and control equipment; furniture and furnishings; industrial equipment; medical and scientific equipment; transportation; and art in steel. For art in steel, the engineering award is replaced by a design award for best handicraft.

Individuals or teams of professionals practicing in the fields of design, engineering, architecture and art in the Americas are eligible for the awards. The deadline for entries is January 29, 1971.

The three architects on the DISA jury are all well known for their professional careers. Hastings is president of Smith, Hinchman and Grylls Associates; Rockrise is a principal of George T. Rockrise and Associates in San Francisco; Professor Burchard is Dean of Virginia Polytechnic Institute's College of Architecture.

In addition to architects, the jury includes the president, or president-elect, of the Industrial Designers Society of America, American Society of Civil Engineers, American Society of Mechanical Engineers, and three noted museum directors.

Judging will take place in New York, February 4-5. Winners will be notified no later than February 8. Award winners will be announced publicly and presented at an awards dinner in New York on April 1, 1971.

Details of the program including a definition of categories, criteria and entry information may be obtained by writing: Director, Design In Steel Award Program, 201 East 42 Street, New York, New York, 10017. ♦

## Beware of "Architect's Certificates"

Numerous complaints have been received from architects in various parts of the country that private financing sources such as insurance companies are requiring architects to sign an "Architect's Certificate" which is worded such that it could be interpreted as a guarantee of the contractor's work or make the architect accountable for the contractor's failure to properly disburse funds paid to

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him. Examples of the certifications involved are:

"We . . . certify that we are the architects in charge of . . . general supervision of the above described project and the figures shown on this certification are correct. We further certify that as of this date the total amount (of money) actually wrought into the construction is \$....."; and "We . . . certify that the construction . . . has been substantially completed in a first-class, workmanlike manner (and complies with) all zoning and building code requirements. . . ."

If you are requested to sign any certificate for the benefit of a financing source, first review it carefully with your attorney. If the certification goes beyond what you have agreed to in your contract with the Owner (see AIA Document B131, Subparagraphs 1.1.14 and 1.1.15) and beyond what is legally and professionally acceptable, you should refuse to sign it. AIA Documents G702, Application for Payment, and G703, Certificate for Payment, are in accordance with the terms of the standard AIA contract documents and reflect accepted professional practices.

### Cornell Offers A "First"

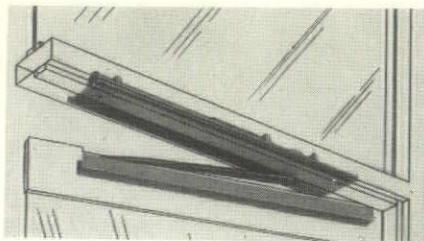
A pioneering effort in the combined study of the history of architecture and the history of urban planning has been initiated by Cornell University's College of Architecture, Art and Planning, as a new field of graduate study.

The new field, called the History of Architecture and Urban Development, is thought to be the first of its kind combining the two areas of study, said Steven W. Jacobs, professor of architecture at the College.

Jacobs said the object of creating the new field is "to encourage people to look at architecture not just as works of art, but as part of the whole environmental context."

"We have some extraordinary resources in these areas" Jacobs said, referring to the faculty members in the history of architecture and the history of planning. Our goal of the new field is to strengthen existing course work available in both areas and to bring them together administratively.

Since 1962, Cornell's College of Architecture, Art and Planning has offered an architectural history program in the field of architecture leading to the master of arts and doctor of philosophy degrees. Also, work in the history of urban development has been offered in the field of city and regional planning. Now both have been brought together under the heading of the new field.



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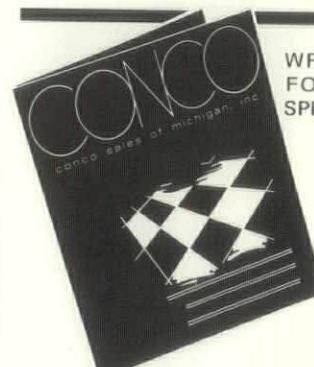
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**1971 CONVENTION  
PLANS FIRMING UP**

Next year's national Convention is rapidly shaping up as a balanced combination of information and entertainment, as the various committees nail down their arrangements.

It is planned that the annual F.W. Dodge Party will get the Convention off to a convivial start on Sunday evening, June 20. Dodge executives have been in Detroit, and are now winnowing out their final selection of a site for the party which has historically been held in an interesting, off-beat location.

Monday, June 21, marks the beginning of the Convention activities, starting with the keynote address in the morning and the presentation of various national design awards. Monday noon will also see the annual alumni luncheons of the various schools. Another major speech will be given in the afternoon (principal speakers have not yet been announced), followed by the investiture of new Fellows. The President's Reception will be in the evening at the Detroit Institute of Arts. This is always the first best place for looking up old friends and renewing acquaintances.

Detroit, the Host Chapter, has its night to shine on Tuesday, when we will play host to all the delegates and wives on a boat trip to Bob-Lo Island. For anyone with any lingering doubts because of last year's "flight from Dunkerque," rest assured that the St. Clair and the Columbia will take our 3,000 guests in stride—they do it every day. Boats will leave in both directions every 1½ hours, which will eliminate any long waits to either get to the island or to return to the Detroit dock.

Bars will be open on the boat ride down the river to Bob-Lo Island, and dinner and further drinks will be served at the Island. There will be dancing and all of the rides and entertainment of the famous amusement park will be free to all. So if you're dying to ride the Whip again, or just relax in the cool breezes off the river, the host party is the place, and Tuesday, June 22 is the date.

Ticket prices for the Host Chapter Party have been set at \$20 per person, to include the boat trip, drinks, dinner, rides, dancing and all the entertainment on Bob-Lo.

A guide book on the City of Detroit and the metropolitan area is being prepared for distribution to the convention. It will be based on material from W. Hawkins Ferry's

encyclopedic "The Buildings of Detroit," with many additional new buildings included.

The women's program is also rapidly taking shape. On Tuesday, there will be a luncheon at the Grosse Pointe Yacht Club on Lake St. Clair, and on the way to the luncheon, the ladies will be guests in a number of Grosse Pointe homes. The annual breakfast of the Women's Architectural League will be held on Wednesday morning, at the Detroit Hilton Hotel. During the week, there will be a number of other tours of interesting areas around Detroit, including one visit to Canada.

Exhibits and displays are also getting heavy attention from the committees involved, and there will be a variety of interesting things to look at throughout the convention area.

Early indications are that the Detroit Convention with its theme of "The Hard Choices," will draw hundreds of architects from the area immediately around Detroit, including many from Ohio, Indiana, Illinois, Wisconsin and Canada.

Advance Registration Forms will be mailed in the Spring of 1971. Watch for your copy.

#### FLIGHT SCHEDULES FOR RECONVENED CONVENTION

Two special AIA flights, direct to Copenhagen, will depart from Detroit and New York following the AIA Detroit Convention on June 25, arriving on the 26th, for a reconvened meeting. Charter Flight "A" departing Detroit, returns from London to New York City on July 5, and is \$216. Charter Flight "B" departing New York City, returns from London to New York City on July 11, and is \$199. Costs do not include travel to other points in Europe or return to London.

Professional treks following the reconvened meeting in Copenhagen are planned, as well as two Urban Design Seminars—one in Stockholm, July 5-9, the other in London on the same dates. More information on these seminars will be provided when available. For reservations and travel details, write the official agents: U.S. Travel Agency, Inc., 807 15th St., N.W., Washington, D.C. 20005. Reservations must be accompanied by a deposit of \$75 per person paid to the agency. ♦



photo by  
Tony Spina

## New Directions for CEC

Joseph S. Bobbio, the new President for Consulting Engineers Council of Michigan, has announced CEC's Board of Directors for 1971. They are: Everett Thompson, President-Elect; Felix Anderson, National Director; Clifford Holforty, Vice-President and Structural Director; Anthony Wolf, Electrical Director; Robert Jagow, Treasurer and Surveying Director; Franklin Burn, Secretary and Civil Director; Joseph Inatome, Mechanical Director and Robert Paquette, Director-at-Large. They will direct CEC/M and report committee activities.



The council has as its major objectives the assurance of ethical professional standards, the dissemination of information and the promotion of

public awareness of the professional consulting engineer. Nationally, and in Michigan, it serves firms from the very largest to the very smallest. Unlike most engineering groups, the Council is management oriented, accepting only firm membership. The 55 member firms employ some 2,500 engineers. ♦

## Lanzetta Re-Elected

John W. Lanzetta, President of the Michigan Tile and Marble Company, Detroit, was re-elected Zone IV Director of the Tile Contractors' Association of America during the group's convention in San Francisco. He represents tile contractors in the Great Lakes area.

The TCAA is a non-profit, national trade association, whose objectives are to promote quality installation and to improve the business of the ceramic tile contractor. The local chapter, the Detroit Ceramic Tile Contractor's Association, represents more than ninety contractors working in southeastern Michigan.

Mr. Lanzetta is also active in a number of other industry organizations: the National Association of Marble Dealers, the Detroit Marble Contractors and Finisher's Association, the Producer's Council, and the Detroit

Builder's Exchange. He is a trustee of the Tile, Terrazzo and Marble Industry Fund and has served as the chairman of the Great Lakes Ceramic Tile Council. ♦

## Chuck Walter in PCI Executive Post



Charles "Chuck" Walter, Jr., Sales Manager of Precast/Schokbeton, Inc., Kalamazoo, is the new secretary-treasurer of the Prestressed Concrete Institute. PCI is a non-profit organization for the advancement of the design, manufacture and use of prestressed concrete and precast concrete. Headquartered in Chicago, Illinois, PCI has members throughout the United States and Canada and in 55 foreign countries.

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## OBITUARY

### D. Carlton Bell

D. Carlton Bell, 65, Franklin, died September 18, at William Beaumont Hospital, Royal Oak. Mr. Bell, retired supervisor of architectural services with Ford Motor Co., was in charge of the Ford Motor exhibit at the New York World's Fair. He had been with Ford for 20 years.

Before joining Ford, Mr. Bell was with the Fisher Body Division of GM for 15 years as plant architect. He was a registered architect and attended the University of Wisconsin.

Mr. Bell had been a trustee on the Southfield Township Board for eight years. He was a former member of the Franklin Village planning commission and had been on the village board of review.

He had been a member of the Michigan Society of Architects and of the American Institute of Architects.

A. Spence, now Spence, Smith and Forsythe.

Mr. Spence was a registered architect and had attended the University of Michigan.

He had served as president of the Saginaw Valley Chapter of the American Institute of Architects, and had been a director of the Michigan Society of Architects.

### Walter H. Wyeth

Walter H. Wyeth, a Port Huron Architect, died August 1. He had been a member of AIA since 1944 and was an Emeritus Member.

Wyeth was the founder and former president of Wyeth and Harman, Inc., vice president acting as consultant of Wyeth, Harman & Associates, Inc.

Wyeth projects include St. Clair Inn, Mueller Brass Company's office building, Port Huron Hospital addition; the County-City Building and jail, Yale Community Hospital and the buildings, roads and layout of the Emory L. Ford estate, "Winford", near Avoca. Wyeth designed Marysville high school, auditorium, gymnasium and pool.

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## Letters

Gentlemen:

I wish to express my appreciation for the generous manner in which the Michigan Society of Architects has renewed its association with the National Trust for Historic Preservation.

It is indeed gratifying to know that the goals of the National Trust will be strengthened by your thoughtful contribution and continued support.

Sincerely,  
James Biddle  
President

## CALENDAR

1971

January 7, 8, 9      National AIA  
Grass Roots  
Washington, D.C.

January 8      AIA-CEC-NSPE  
Conference on  
Federal Agencies  
Reorganizations and  
New Government  
Programs

February 20      CEP Seminar  
Lansing, Michigan

June 20-24      National AIA  
Convention-Detroit

### James A. Spence

James A. Spence, FAIA, 71, Saginaw, died October 23, at his Higgins Lake Cottage.

Mr. Spence had been a partner of Frantz and Spence until 1960, when he established his own firm of James

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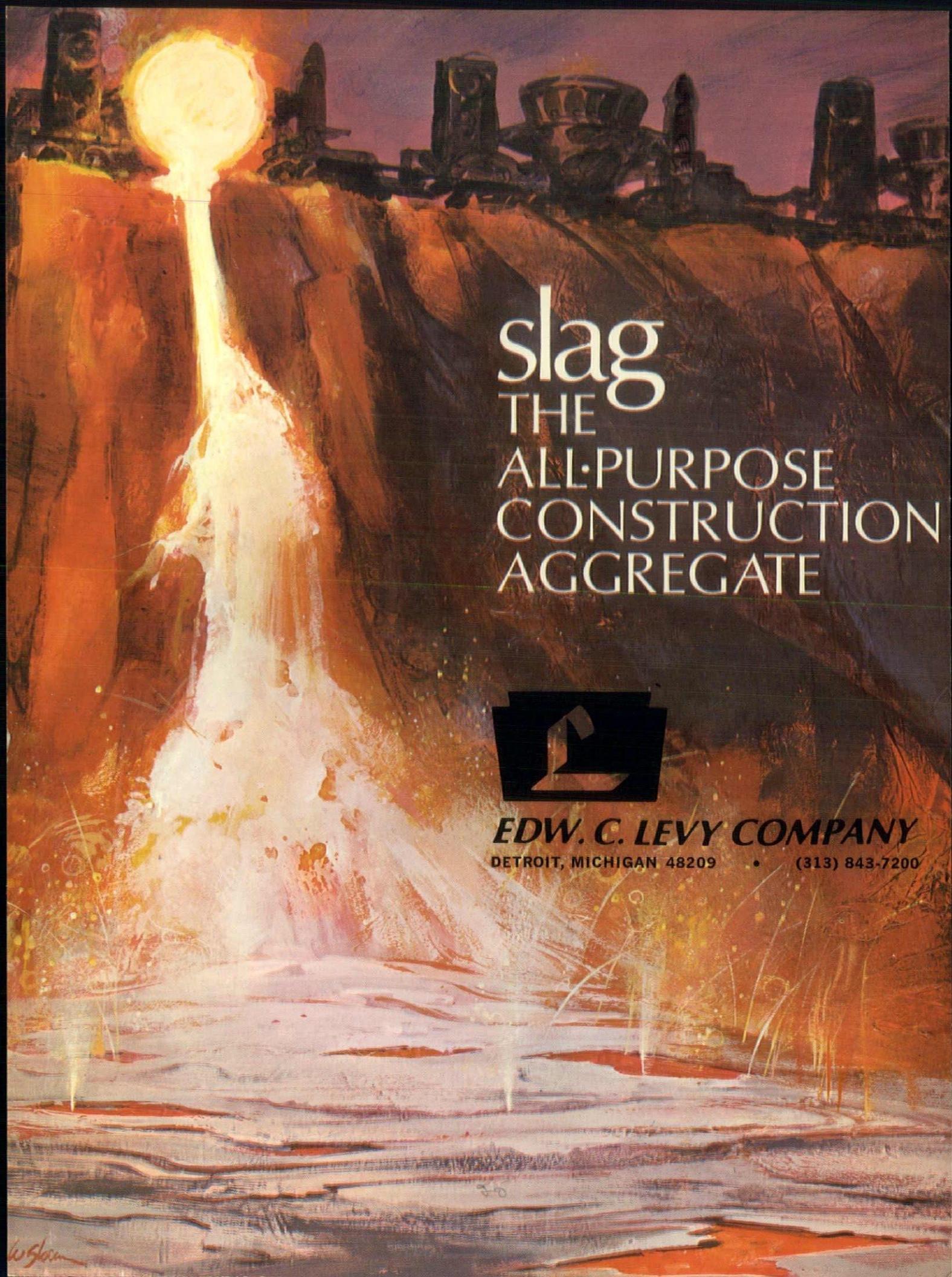
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